PTO/SB/08A (07-05)

Approved for use through 07/31/2006. OMB 065<sup>1</sup>-003<sup>1</sup>

U.S. Patent and Trademark Office, U.S. DEPATMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless contains a valid forth number.

INFORMATION DISCLOSURE

STATEMENT BY APPLICANT
(Use as many sheets as necessary)

of

Sheet

|            | _            |  |   | N. 181  |   |
|------------|--------------|--|---|---|---|
| xaminer    | Cite<br>No.1 | Number - Kind Code <sup>2</sup> (if known) US- 5,758,257 | Publication Date<br>MM-DD-YYYY<br>05-1998 | Name of Patentee or Applicant of<br>Cited Document<br>Herz et al. | Pages, Columns, Lines, Where Releva<br>Passages or Relevant<br>Figures Appear |
| Initials * |              |  |   |   |   |
| /A.S.      |              |  |   |   |   |
|            |              | US- 5,977,964  | 11-1999                                   | Williams et al.   |   |
|            |              | US- 6,064,449  | 05-2000                                   | White et al.  |   |
|            |              | US- 6,233,590  | 05-2001                                   | Shaw et al.   |   |
|            |              | US- 6,353,444  | 03-2002                                   | Katta et al.  |   |
| -          |              | US- 6,594,699  | 07-2003                                   | Sahai et al.  |   |
|            |              | US- 7,136,710  | 11-2006                                   | Hoffberg et al.   |   |
|            |              | US- 7,185,355  | 02-2007                                   | Ellis et al.  |   |
| W          |              | US- 2006/0129544   | 06-2006                                   | Yoon et al.   |   |
|            |              |  |   |   |   |

## FOREIGN PATENT DOCUMENTS Foreign Patent Document Pages, Columns, Lines, Publication Name of Patentee or Examine Where Relevant Date Applicant of Cited Initials\* No. Country Code3 - Number4 - Kind Code5 (if Passages or Relevant MM-DD-Document known) т Figures Appear YYYY

|                        |              | NON PATENT LITERATURE DOCUMENTS   |    |
|------------------------|--------------|---|----|
| Examiner<br>Initials * | Cite<br>No.1 | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T² |
|                        |              | YUICHI YAGAWA ET AL., "TV Program Planning Agent using Analysis Method of User's Taste", Technical report of IEICE, Vol. 98, No. 437, Al98-54-61 (1998-12), December 1, 1998.   |    |
|                        |              |   |    |
|                        |              |   |    |

| Examiner /A.S./ Date Considered | 06/08/2008 |
|---------------------------------|------------|
|---------------------------------|------------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

\*Applicant's unique citation designation number (prioriona). \*Applicant's unique citation number (prio

Applicate a unique description designation familier of pictoda. I. Application is to pack at other financial results in application of the pictoda. I. Application is unique description of the pictoda. I. Application is unique description of the pictoda of the p